

inputting a signal and a transmission schedule associated with said signal, said transmission schedule comprising a code designating said signal and at least [two] one of:

- (1) a time at which to transmit said signal; and
- (2) a channel on which to transmit said signal; [and
- (3) a code designating said signal;]

transmitting said signal according to said schedule;

selecting one of said code and an identifier associated with said signal;

and

logging [the transmission] said step of transmitting [of] said signal.

3. (Once Amended) A method of processing signals to control a plurality of [potential] user stations, each [potential] user station having a processor, said method comprising the steps of:

receiving a programming signal which contains mass medium programming and communicating said programming signal to a storage device;

receiving [one or more] at least one instruct [signals] signal which [are] is effective to instruct a first of said plurality of [potential] user stations to transmit said programming signal according to a transmission schedule and [and] one of said first of said plurality of user stations and a second of said plurality of user stations to log a transmission record of said programming signal;

selecting one of the group consisting of:

- (1) a time at which to communicate [a first of said one or more instruct signals]; and
- (2) a memory location to which to communicate [a first of said one or more instruct signals];

communicating [said] a first of said at least one instruct signal one of at said selected time [or] and to said selected memory location; and
storing said programming signal and said first instruct signal at said storage device.

4. (Once Amended) The method of claim 3, further comprising one of the steps of:

embedding said first instruct signal in said programming signal;

embedding a code in said programming signal that enables a processor to control a presentation of said mass medium programming contained in said programming signal in accordance with said first instruct signal;

communicating a program unit identification code to said storage device and storing said program unit identification code at a storage location associated with said programming signal;

communicating to and storing at said storage device some information to evidence one of an availability, use, [or] and usage of one of said programming signal [or] and said mass medium programming contained in said programming signal at a user station;

communicating to and storing at said storage device a second instruct signal which is effective at a user station to generate some output to be associated with one of said programming signal [or] and said mass medium programming contained in said programming signal;

communicating to and storing at said storage device a second instruct signal which is effective to generate some output to be associated with one of a product, service, [or] and an information presentation;

communicating to and storing at said storage device a second instruct signal which is effective to display one of a combined [or] and a sequential presentation of a mass medium program and a user specific datum;

communicating to and storing at said storage device a second instruct signal which is effective to process a user reaction to said mass medium programming contained in said programming signal;

communicating to and storing at said storage device a second instruct signal which is effective to one of communicate to a remote station a query in respect of information to be associated with said programming signal, [or] and to enable display of said mass medium programming contained in said programming signal;

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communicating to and storing at said storage device a second instruct signal which is effective to control a user station to receive information to supplement one of said programming signal [or] and said mass medium programming contained in said programming signal;

communicating to and storing at said storage device a second instruct signal which is effective to process a digital television signal which is separately defined from [standard] analog television; and

communicating to and storing at said storage device one of a code [or] and a datum to serve as a basis for one of enabling an output device to display at least [some] a portion of said mass medium programming contained in said programming signal, [or] and for enabling a processor to process [some] executable code.

5. (Once Amended) The method of claim 3, wherein said selected memory location is within said programming signal at said storage device, said

method further comprising the step of storing some information at said storage device that evidences at least one [or more] of:

- (1) a title of a television program;
 - (2) a proper use of programming;
 - (3) a transmission station;
 - (4) a receiver station;
 - (5) a network;
 - (6) a broadcast station;
 - (7) a channel on a cable system;
 - (8) a time of transmission;
 - (9) a identification of an instruct signal;
 - (10) a source or supplier of data;
 - (11) a [publication, article, publisher,] distributor[,] or an advertisement;
- and
- (12) an indication of copyright.

6. (Once Amended) The method of claim 3, said method further comprising the steps of:

selecting one from the group consisting of:

- (1) a datum that identifies a unit of computer software in said programming signal;
- (2) a datum that specifies some of a way to instruct receiver [end] equipment what specific [programing] programming to one of:

select to one of play [or] and record other than that immediately at hand[.];

[how to] load [it] on one of player [or] and recorder equipment[.];

instruct when and how to one of play [it or] and record [it]
other than immediately[.];

instruct how to modify [it] said specific programming[.];

instruct one of what equipment, [or] channel [or] and
channels to transmit [it] said specific programming on[.];

instruct when to transmit [it] said specific programming[.];

and

instruct how and where to one of file, [it or] refile [it or] and
dispose of [it] said specific programming;

(3) a datum that designates an addressed apparatus;

(4) a datum that specifies one of where, when, [or] and how to locate a
signal;

(5) a datum that informs a processor of a fashion for identifying and
processing a signal;

(6) a datum that is part of a decryption code;

(7) a comparison datum that designates a communication schedule;

and

embedding said selected one in said programming signal.

7. (Unchanged) The method of claim 3, wherein said storage device
comprises a file storage medium and said programming signal and said first
instruct signal are stored in a file on said file storage medium, said method
further comprising the steps of:

selecting a second instruct signal, said second instruct signal being one
from the group consisting of:

(1) a switch control signal;

(2) a timing control signal;

- (3) a locating control signal;
- (4) an instruct-to-contact signal that designates a remote receiver station;
- (5) an instruct-to-transfer signal that designates a unit of broadcast or cablecast programming;
- (6) an instruct-to-delay signal that designates a unit of broadcast or cablecast programming;
- (7) an instruct-to-decrypt or instruct-to-interrupt signal that designates a unit of programming and a way to decrypt or interrupt;
- (8) an instruct-to-enable or instruct-to-disable signal that designates an apparatus;
- (9) an instruct-to-record signal that designates a broadcast or cablecast program;
- (10) an instruction signal that controls a multimedia presentation;
- (11) an instruction signal that governs a broadcast or cablecast receiver station environment;
- (12) an instruct-to-power-on signal that designates a receiver;
- (13) an instruct-to-tune signal that designates a receiver or a frequency;
- (14) an instruct-to-coordinate signal that designates two apparatus;
- (15) an instruct-to-compare signal that designates a news transmission or a computer input;
- (16) an identifier signal that causes a computer to instruct a plurality of tuners each to tune to a broadcast or cablecast transmission;
- (17) an instruct-to-coordinate signal that designates two units of multimedia information and one of: (1) an output time and (2) an output place;
- (18) an instruct-to-generate signal that designates an output datum;
- (19) an instruct-to-transmit signal that designates a computer output;

- (20) an instruct-to-overlay signal that designates a video image;
 - (21) an instruct-that-if signal that designates a function to perform if a predetermined condition exists;
 - (22) an instruct-to-enable-and-deliver signal that designates information that supplements a video image;
 - (23) an instruct-to-transmit signal that designates a computer peripheral storage device;
 - (24) a code signal that designates a datum to remove or embed; and
 - (25) a signal addressed to a receiver station apparatus; and
- storing said selected second instruct signal in said file on said file storage medium.

8. (Once Amended) A method of generating and encoding signals to control a plurality of [potential] user stations comprising the steps of:

- receiving and storing a program that contains video information;
- receiving an instruction, said instruction having an effect at said plurality of user stations to transmit said program according to a transmission schedule and [and] to log a transmission record of said program;
- encoding said instruction, said step of encoding translating said instruction to a control signal, said control signal for directing a processor at a user station to perform said effect indicated by said instruction with said program, said control signal interacting with predetermined user data, said predetermined user data being potentially different at each of said plurality of [potential] user stations; and
- storing said directing and interacting control signal from said step of encoding [in conjunction with said program].

9. (Once Amended) The method of claim 8, wherein supplemental program material is stored at the [same] location [as] of said processor and said control signal from said step of encoding directs said processor to generate a video overlay that is coordinated with said video information in said program, said method further comprising one step of the group consisting of:

storing supplemental program material in conjunction with said program and said control signal; and

storing a second control signal in conjunction with said program and said control signal from said step of encoding, said second control signal having effect at a user station to one of query a remote station [or] and receive supplemental program material in one of a broadcast [or] and a cablecast transmission.

10. (Unchanged) The method of claim 8, wherein said control signal from said step of encoding directs said processor to generate a video overlay that is coordinated with said video information in said program, said method further one step of the group consisting of:

transmitting a combined video signal from said program and said video overlay generated by said processor over a broadcast or cablecast network to a plurality of receiver stations; and

transmitting a combined video signal from said program and said video overlay generated by said processor to a co-located video display.

11. (Once Amended) The method of claim 8, further comprising the steps of:

receiving a second instruction, said second instruction being one of the group consisting of:

- (1) an instruction which is effective at a user station to generate some output to be associated with said program;
- (2) an instruction which is effective at a user station to generate some output to be associated with [said] a product, service, or information presentation;
- (3) an instruction which is effective at a user station to display one of a combined [or] and a sequential presentation of a mass medium program and a user specific datum;
- (4) an instruction which is effective at a user station to process a user reaction to said program;
- (5) an instruction which is effective at a user station to communicate to a remote station a query in respect of information to one of be associated with said program [or] and to enable display of said program;
- (6) an instruction which is effective at a user station to control a user station to receive information to supplement said program;
- (7) an instruction which is effective at a user station to process a digital television signal which is separately defined from [standard] analog television; and
- (8) an instruction which is effective at a user station to serve as a basis for enabling an output device to one of display at least some of said program [or] and for enabling a processor to process some executable code.

encoding said second instruction, said second step of encoding translating said second instruction to a second control signal, said second control signal for directing said ancillary processor to perform said specified second effect indicated by said second instruction with said program; and

storing said second control signal from said second step of encoding in conjunction with said program.

12. (Once Amended) The method of claim 8, further having one the group consisting of:

embedding said control signal in the non-visible portion of a television signal;

embedding a code in said program that enables one of a computer [or] and a controller to control a presentation of said program in accordance with said control signal;

communicating a program unit identification code and storing said program unit identification code at a storage location associated with said program; and

communicating to and storing at a storage location associated with said program some information to evidence one of an availability, use, [or] and a usage of said program at a user station.

13. (Once Amended) A method of communicating data and update material to a network of a plurality of data receiver stations each of which includes one of a broadcast [or] and a cablecast data receiver, a data storage device, a control signal detector, a computer capable of processing said data, [and] with each of said plurality of data receiver [station] stations adapted to detect and respond to at least one [or more] instruct [signals] signal and to store at least one datum of said data for subsequent processing, [and with at least one] wherein a first of said plurality of data receiver stations further [including a] includes an intermediate transmitter, said method [of communicating] comprising the steps of:

[(1)] receiving said data [to be transmitted] and delivering said data to [a broadcast or cablecast] at least one origination transmitter;

[(2)] receiving said at least one [or more] instruct [signals] signal [which in said network are] wherein said at least one instruct signal is effective in said network to cause said first of said plurality of receiver stations to identify said data and transmit said identified data to a second of said plurality of receiver stations according to a transmission schedule and [and] to cause one of said first and said second of said plurality of receiver stations to log transmission of said identified data;

[(3)] transferring said at least one [or more] instruct [signals] signal to [a] said at least one origination transmitter; and

[(4)] transmitting one of a broadcast [or] and a cablecast information transmission comprising said identified data and said at least one [or more] instruct [signals] signal.

14. (Once Amended) The method of claim 13, wherein [some] one of (i) identification data [or] and (ii) said at least one [or more] instruct [signals] signal [are] is embedded in a television signal containing said data.

15. (Once Amended) The method of claim 13, wherein [said step of transmitting directs one of said broadcast or and said cablecast transmission to said plurality of receiver stations at the same time and each] two of said plurality of receiver stations one of receives [or] and responds to said at least one [or more] instruct [signals] signal concurrently.

16. (Once Amended) The method of claim 13, wherein [said step of transmitting directs one of said broadcast or and said cablecast transmission to said plurality of receiver stations at different times and] each of said plurality of

receiver stations responds to said at least one [or more] instruct [signals] signal at a different time.

17. (Once Amended) The method of claim 13, further comprising the steps of receiving said data at a receiver, [in said broadcast or cablecast transmitter station,] communicating said data [unit] from said receiver to a memory location, and storing said data [unit] at said memory location for a period of time prior to communicating said data [unit] to one of said at least one origination transmitter and said intermediate transmitter.

18. (Once Amended) A method of communicating program material to a network of a plurality of receiver stations each of which includes one of a broadcast [or] and a cablecast program receiver, an output device, a control signal detector, a processor [operably] operatively connected to said output device, with each said receiver station adapted to detect and respond to at least one [or more] instruct [signals] signal, [and with at least one] wherein a first of said plurality of receiver stations further [including a] includes an intermediate transmitter, said method [of communicating] comprising the steps of:

[(1)] receiving a program [to be transmitted at a transmitter station] and delivering said program to [a] at least one origination transmitter, wherein said program includes one of (i) audio and (ii) a command which executes processor instructions contained in said program;

[(2)] receiving said at least one [or more] instruct [signals] signal [at said transmitter station,] wherein said at least one [or more] instruct [signals] signal is operative in said network [operate] to identify said program and transmit said identified program from said intermediate transmitter according to a transmission schedule and [and] log transmission of said identified program

from one of said at least one origination transmitter at said intermediate transmitter;

[(3)] transferring said at least one [or more] instruct [signals] signal to [a] said at least one origination transmitter; and

[(4)] transmitting from said at least one origination transmitter [station] an information transmission comprising said identified program and said at least one [or more] instruct [signals] signal.

19. (Once Amended) The method of claim 18, wherein [some] one of (i) identification data [or] and (ii) said at least one [or more] instruct [signals] signal [are] is embedded in a mass medium program signal containing said program.

20. (Once Amended) The method of claim 18, wherein [said step of transmitting directs said broadcast or cablecast transmission to said plurality of receiver stations at the same time and each] two of said plurality of receiver stations [receives or responds] one of receive and respond to said at least one [or more] instruct [signals] signal concurrently.

21. (Once Amended) The method of claim 18, wherein [said step of transmitting directs said broadcast or cablecast transmission to said plurality of receiver stations at different times and] each of said plurality of receiver stations responds to said at least one [or more] instruct [signals] signal at a different time.

22. (Once Amended) The method of claim 18, further comprising the steps of receiving said program at a receiver in [said] a transmitter station, communicating said program from said receiver to a memory location, and storing

said program at said memory location for a period of time prior to communicating said program to [a] said intermediate transmitter.

23. (Once Amended) A method of controlling a network of a plurality of receiver stations each of which includes one of a broadcast [or] and a cablecast signal receiver, at least one processor, a signal detector, said signal detector adapted to receive signals from one of a broadcast [or] and a cablecast signal, and said processor programmed to respond to signals from said detector, with at least one of said plurality of receiver [station] stations further including a transmitter, said method of controlling comprising the steps of:

[(1)] receiving at one of a broadcast [or] and a cablecast transmitter station an instruct signal which is effective at said plurality of receiver stations to transmit said instruct signal according to a transmission schedule and [and] log transmission of said instruct signal;

[(2)] transferring said instruct signal [from said transmitter station] to a transmitter at said transmitter station;

[(3)] receiving at least one [or more] control [signals] signal at said transmitter station, said at least one control [signals] signal designating at least one receiver station of said plurality of receiver stations [in] to which said instruct signal is addressed; and

[(4)] transferring said at least one [or more] control [signals] signal from said transmitter station to [a] said transmitter at said transmitter station, said transmitter station one of broadcasting [or] and cablecasting said instruct signal and said at least one [or more] control [signals] signal to said plurality of receiver stations;

thereby controlling a network of a plurality of receiver stations.